

# **Christmas Cash**

## **The Bum Marketing Way**

**[www.BumMarketingMethod.com](http://www.BumMarketingMethod.com)**

**This is a short, ugly report for Bum Marketers, if you are not a Bum Marketer, you can learn free at [www.BumMarketingMethod.com](http://www.BumMarketingMethod.com) . It won't cost you a dime and you can learn a solid part time business that requires minimal investment...or no investment if you are a true bum! This course is complete with tutorials, videos and ongoing tips and support at NO COST TO YOU!**

**As you know, as Bum Marketers we write articles with a special twist that will land on the front page of Google...people read our articles and a small percentage will buy the products we recommend in our Authors Bio.**

**BUT...Did you know webmasters all over the world are starving for content to put on their websites!**

**And anywhere there is a starving crowd, a person, or a smart bum can step in and feed that crowd.**

**Also...even though they are starving for content (articles are the preferred content by the way), there is never enough time in a day to either write the articles themselves...or even enough time to find someone to write the articles.**

**So we can set-up a nice "article convenience store", like a 7-11 if you will for articles.**

**Let's say you have 10 articles on Cat Health. You could very easily sell these for \$5 a piece to 10 webmasters. That's \$500 big ones.**

**Now...if you really want to sell quick...WRITE YOUR ARTICLES ON HOT TOPICS.**

**Turn on the boob tube, read your newspaper, see what are hot sellers on ebay are a few ideas.**

***You May Give Away or Sell This Report As Long As You Do Not Change The Content.***

**Here are some examples:**

**The PLAYSTATION 3 is screaming HOT right now.**

**The Nintendo wii is HOT right now**

**xbox 360**

**Ipod**

**Ipod nano**

**PSP**

**any hot items that will be selling for xmas and into the new year.**

**Remember many people make New Year's Resolutions like losing weight, stop smoking and start exercising.**

**If you have 10 original articles on the PLAYSTATION 3 and are only going to sell them to 10 webmasters...I promise it is going to be like selling "ice" to thirsty people in the desert.**

**NOW...BEFORE you get too excited...here are some guidelines and things you need to know.**

**NOBODY WANTS TO BUY CRAP! You need to write decent informative articles...do they need to be a literary masterpiece? NO! But they need to be good.**

**They need to be focused. So don't just write an article on PLAYSTATION 3, focus it...use your skills as a "bum marketer"...find some lower competition keyword phrases and write your articles on that topic.**

**For example:**

**PS3 versus xbox 360**

**PS3 sixaxis controllers**

**PS3 versus nintendo wii**

**Also NOBODY WANTS TO BUY WHAT EVERYONE ELSE HAS...so first if you have already submitted these articles somewhere else, you need to do a major rewrite...or better yet write the articles again.**

**When you offer your articles for sale...DO NOT SELL THEM TO EVERYBODY.**

**Make it LIMITED...say and STAND BY YOUR WORD. I am only selling this package of 10 PLAYSTATION 3 articles to 20 webmasters...AND THAT'S IT. My price is \$50, first come first served.**

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**Also a SAMPLE of your writing works wonders and is almost a requirement! Let them see one of the articles they will be buying.**

**Just so you know, what you are selling is called Private Label Rights or PLR for short.**

**If you are familiar with PLR, than you know how in demand it is...BUT if you work it a little smarter, by writing ON HOT TOPICS...you will beat your other slower competition.**

**And if you do a great job, webmasters will ask YOU...what else do you have? How fast can you get them to me?**

**This is HUGE...some webmasters build huge sites with HUNDREDS of articles, there is no reason you can't get their business if you want it.**

**And I am here to tell you...as a webmaster myself, finding people that will write decent articles and deliver when they say they will is NOT easy to find. We treat those folks like gold.**

**So about all that is left is:**

**Where to sell your articles?**

**That is really not to hard, webmasters love to go to forums, many forums are HUGE and have a "member services and products" area, where you can post your services and products FREE.**

**One good example is [www.warriorforum.com](http://www.warriorforum.com) they have a section called WSO, which stands for Warrior Special Offer. I would highly recommend that you make a few posts in the regular forum before you do your first WSO...they are a very un-trusting crowd at first AND that is why you will want to offer a SAMPLE article.**

**If you do an honest, high value WSO, you can go there time and again. There are people that make \$2000 or more in one day with a hot WSO.**

**But if you give them junk, THEY WILL SET YOU ON FIRE! And rightfully so!**

**Here is a cool listing of some of the biggest forums, this is really just a small chunk of the forums where your customers hang out.**

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## Internet Marketing Forums

**REMEMBER: Forums hate SPAM. So either use your Signature File or post in APPROPRIATE AREAS.**

**A motivated person could easily write 10 articles on a hot topic and sell them as a package to 10, 20 or 30 webmasters for \$5 to \$10 a piece. That is a really nice chunk of change for holiday shopping.**

**And...if you so desire this could be a nice little side line business for you.**

**The right one or two webmasters can keep you in business.**

**You will need to get a paypal account if you do not already have one. Any webmaster worth his salt is going to know how to pay you with paypal. Remember to get your money upfront and then PROVIDE YOUR PRODUCT IMMEDIATELY...**

**Questions?**

**Drop me a line at:**

**[travis@bummarketingmethod.com](mailto:travis@bummarketingmethod.com)**

**You may give this report away free to friends, family or a homeless guy you know on the street! You can sell it anywhere you wish, ebay, clickbank, on your own website, as long as you DO NOT change the contents in any way!**

**If you have a high traffic website or wish to send this out to your subscriber base, I will be happy to customize this report for you on a case by case basis. Just contact me at the email above.**

**Peace and Happy Holidays!**

**Travis Sago**

**[www.BumMarketingMethod.com](http://www.BumMarketingMethod.com)**

**A complete guide to making money from articles when you have no money to start. Includes free tutorials, free videos, free ongoing tips and support.**

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